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Value for the Money

- At \$5.99 per pound, half rate the product a very/fairly good value for the money. Low value scores are driven by respondents who expressed neutral or negative purchase after use.

	Total	After-Use Purchase Intent	
		Positive	Neutral/ Negative
Base: Total	(104)	(61)	(43)
	%	%	%
Very/Fairly Good Value	<u>49</u>	62	<u>30</u>
Very good value	16	25	5
Fairly good value	33	38	26
Average value	40	33	51
Somewhat poor value	6	2	12
Very poor value	4	2	7
Somewhat/Very Poor Value	<u>10</u>	<u>3</u>	<u>19</u>

 = Significantly higher at the 90% confidence level.

Anticipated Frequency of Purchase

- On average, respondents anticipate buying this product 1.7 times per month.

	<u>Total</u>
Base: Total	(104)
	%
More than Once a Month	<u>58</u>
Once a week or more	14
Once every 2-3 weeks	44
Once a Month or Less Often	<u>43</u>
Once a month	27
Once every 2-3 months	8
Every 4 months or less	6
Never	2
Avg. # of times per month	1.7

Performance vs. Expectations

- Seven in 10 report that the turkey breast was better than expected, and 3 in 10 found it about the same. Only a handful was disappointed.
- Among those expressing neutral/negative purchase intent after use, half found the product better than expected -- suggesting something other than taste, texture, or appearance (i.e., price) is inhibiting commitment.

	<u>Total</u>	<u>After-Use Purchase Intent</u>	
		<u>Positive</u>	<u>Neutral/ Negative</u>
Base: Total	(104)	(61)	(43)
	%	%	%
Better Than Expected	69	82	51
Much better	32	43	16
Somewhat better	38	39	35
About the same	27	18	40
Not quite as good	2	-	5
Not nearly as good	2	-	5
Not As Good As Expected	4	-	9

= Significant at the 90% confidence level.

PRODUCT DIAGNOSTICS / CHARACTERISTICS

Diagnostics

- In total, after-use diagnostics point to only one potential negative -- relatively frequent reports of a processed texture. Those neutral or negative after use also complain of a weak turkey flavor, processed taste, and too moist surface.
- Scores are at good levels on all other measures.

	<u>Total</u>	<u>After-Use Purchase Intent</u>	
		<u>Positive</u>	<u>Neutral/ Negative</u>
	(104)	(61)	(43)
	%	%	%
Edge Color			
Too dark	14	10	19
Just right	68	71	64
Too light	18	19	17
Meat Color			
Too dark	4	3	5
Just right	87	85	91
Too light	9	12	5
Aroma			
Good aroma	81	92	67
No aroma	16	7	29
Bad aroma	3	2	5
Surface Moistness			
Too moist	17	13	21
Just right	80	87	59
Too dry	4	-	10

(continued)

	After-Use Purchase Intent		
	Total	Positive	Neutral/ Negative
	(104)	(61)	(43)
	%	%	%
Turkey Flavor			
Too strong	4	5	2
Just right	85	92	74
Not strong enough	12	3	23
Saltiness			
Too salty	14	13	16
Just right	77	82	70
Not salty enough	9	5	14
Taste			
Natural taste	88	95	79
Processed taste	12	5	21
Texture			
Too firm/tough	6	5	7
Just right	88	92	81
Too soft/tender	7	3	12
Chewiness			
Too chewy	5	3	7
Just right	94	97	91
Not chewy enough	1	-	2
Texture			
Natural texture	76	80	70
Processed texture	24	20	30
Juiciness			
Too juicy	6	5	7
Just right	89	93	84
Too dry	5	2	9
Leanness			
Too lean	3	2	5
Just right	95	97	93
Too fatty	2	2	2
Aftertaste			
Good aftertaste	35	34	36
No aftertaste	60	62	57
Bad aftertaste	5	3	7

☐ = Significant at the 90% confidence level

USAGE BY OTHER FAMILY MEMBERS

- Seven in 10 respondents report that at least one other family member ate the turkey breast -- mainly the spouse or another adult age 18+.

	<u>Total</u>
Base: Total	(104)
	%
Spouse	44
Other adult(s) 18+	23
Child age under 5	18
Child age 5-7	8
Child age 8-10	5
Child age 11-13	7
Child age 14-17	12
No one else	27

PRODUCT USAGE

- Most served the turkey breast in a cold sandwich. An average of 2.2 people ate the product.

	<u>Total</u>
Base: Total	(104)
	%
Ways Served	
In a sandwich	83
As is by itself	37
In a salad	5
As the main meat in a meal	3
How Served	
Heated	3
Cold	92
Both	5
# of People Served with the Product	
1 person	27
2 people	45
3 people	12
4 people	9
5 or more people	8
Avg. # of people	2.2

APPENDIX

- 21 -

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CRPF00314

PTO-002680

**FREQUENCY OF PURCHASING DELI
TURKEY BREAST**

	<u>Total</u>
Base: Total	(104)
	%
More than Once a Month	<u>68</u>
Once a week or more	24
Once every 2-3 weeks	44
Once a Month or Less Often	<u>33</u>
Once a month	14
Once every 2-3 months	10
Every 4 months or less	2
Never	7
Avg. # of times per month	2.0

**TYPE OF DELI TURKEY
BUY AND EAT MOST OFTEN**

	Total
Base: Ever Buy	(97)
	%
Oven roasted turkey breast	55
Smoked turkey breast	25
Honey roasted turkey breast	15
Browned turkey breast	1
Other	1
Don't know	3

BRANDS OF DELI TURKEY BREAST PURCHASED

	Past 3 Months	Most Often
Base: Ever Buy	(97)	(97)
	%	%
Butterball	55	21
Healthy Choice	36	12
Dietz & Watson	23	11
Sara Lee	23	7
Louis Rich	22	5
Boar's Head	20	7
Wampler-Longacre	11	4
Jennie-O	9	4
Mr. Turkey	6	1
Store brand	19	9
Other	13	2
Don't know brand name	7	15

**HEALTHY CHOICE PRODUCTS
PURCHASED IN PAST 3 MONTHS**

	<u>Total</u>
Base: Total	(104)
	%
Frozen entrees	44
Service deli lunch meat	34
Soup	29
Ice cream	26
Prepackaged lunch meat	24
Cheese	17
Popcorn	17
Cereal	15
Hot dogs	15
Pasta sauce	9
Bread	7
Smoked sausage	7
Other	3
None	12

DEMOGRAPHICS

	<u>Total</u>
Base: Total	(104)
	%
Age	
Under 40	46
40 or over	54
Education	
No college	38
Some college or more	63
Income	
Under \$30,000	20
\$30,000 or more	66
Don't know/refused	13
Average	\$14.4K

Healthy Choice Golden Oven Roasted Turkey

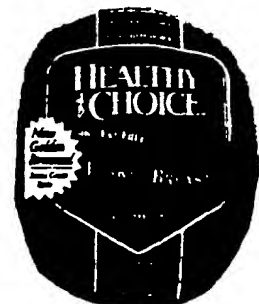


Healthy Choice Golden Oven Roasted Turkey Breast is oven rack roasted and carefully browned to ensure a delicious, tender taste. With its golden brown color, Healthy Choice Golden Oven Roasted Turkey Breast looks and tastes just like you roasted it at home.

Because it's from Healthy Choice, this tender turkey breast is made from the finest lean ingredients, and has just the right combination of seasonings and moistness. Plus, it's low in fat and has reduced calories and cholesterol.

Healthy Choice Golden Oven Roasted Turkey Breast is sold at your service deli counter, so you can purchase in any amount needed.

Nutrition Facts		
	Amount per 2 oz serving	% Daily Value
Calories	60	
Total Fat	1g	2%
Saturated Fat	0.5g	3%
Cholesterol	25 mg	8%
Sodium	390 mg	16%
Total Carbs	1g	0%
Protein	10g	20%



Price: \$5.99/lb

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CRPF00320

PTO-002686

HEALTHY CHOICE.



INGREDIENTS: TURKEY BREAST MEAT, TURKEY BROTH, CONTAINS 2% OR LESS OF CARRAGEENAN, DEXTROSE, FLAVORING, POTASSIUM PHOSPHATES, SALT, SODIUM PHOSPHATES.



OMAHA, NE 68102

FULLY COOKED
KEEP REFRIGERATED

NET WT 4.00oz

IN-HOME CONSUMER TEST (NOT FOR RETAIL SALE)

Nutrition Facts

Serving Size 2 Slices (57g)

Servings per Container varied

Amount Per Serving	1 slice	
Calories	60	30
Calories from Fat	10	5
% Daily Values**		
Total Fat 1g, 0.5g*	2%	1%
Saturated Fat 0.5g, 0g	3%	0%
Cholesterol 25mg, 15mg	8%	5%
Sodium 390mg, 200mg	18%	8%
Total Carbohydrate 1g, 0g	0%	0%
Dietary Fiber 0g, 0g	0%	0%
Sugars 1g, 0g		
Protein 10g, 5g	20%	10%

Not a significant source of Vitamin A, Vitamin C, Calcium or Iron.

*Amount of Nutrients in one slice.

**Percent Daily Values are based on a 2,000 calorie diet.

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CRPF00321

PTO-002687

THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

3. How many people live in your household, including yourself? (CIRCLE BELOW)

1 2 3 4 5 6 or more 23

4. Are there any children under 18 currently living at home?

Yes—> age under 61 24
 age 6 - 122
 age 13 - 173
 No children under 184

5. Are you, yourself, employed outside your home?

1 No
 2 Yes . . . Is that . . .
 Full-time3 25
 or, Part-time4

6. What is the highest level of formal education you completed?

Some high school or less1 26
 High school graduate2
 Trade/Technical/Secretarial3
 Some college4
 College degree5
 Advanced degree6

7. (HAND CARD D) Which of these best describes the total yearly income of your household before taxes? Just read me the letter.

H. Under \$15,000.....1 27
 J. \$15,000 but less than \$20,000.....2
 K. \$20,000 but less than \$25,000.....3
 L. \$25,000 but less than \$30,000.....4
 M. \$30,000 but less than \$40,000.....5
 P. \$40,000 but less than \$50,000.....6
 R. \$50,000 but less than \$75,000.....7
 S. \$75,000 or more8
 Refused.9

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As a part of this survey, we'd like to give you some slices of Healthy Choice Golden Oven Roasted Turkey Breast to eat at home **during the next 2 days**, along with a questionnaire to record your opinions. In order to participate, you, yourself, must eat some of the product and complete the questionnaire. There is no cost or obligation other than we will telephone you in 2 days to obtain your reaction to the product.

1 Yes 2 No (DISCONTINUE. SAVE SCREENER) 28

3 Yes 4 No (DISCONTINUE. SAVE SCREENER)

5 Yes 6 No (DISCONTINUE. SAVE SCREENER)

7 ID verified 8 ID not verified (DISCONTINUE. SAVE SCREENER)

While my supervisor gets your product, I'd like to show you the Healthy Choice Golden Oven Roasted Turkey Breast and ask you a few questions about it.

Like extremely	9	29
Like very much	8	
Like moderately	7	
Like slightly	6	
Neither like nor dislike	5	
Dislike slightly	4	
Dislike moderately	3	
Dislike very much	2	
Dislike extremely	1	

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10. (HAND CARD F) Which one statement best describes the outside color of the turkey breast?

Much too dark.....5 30
 A little too dark.....4
 Just right.....3
 A little too light.....2
 Much too light.....1

11. (HAND CARD G) And which one statement best describes the shape of this turkey breast?

Very natural shape4 31
 Somewhat natural shape3
 Somewhat processed shape.....2
 Very processed shape1

(REMOVE TURKEY BREAST FROM VIEW. OBTAIN PRODUCT) (PLACE ONE PACKAGE OF PRODUCT AND DIARY IN BAG AND SAY:) Please fill out this questionnaire and keep it handy. We will be asking you these questions when we call you. (REVIEW PACKET)

(OBTAIN INFORMATION - PRINT CLEARLY)

First Name _____ Last Name _____ Apt. No. _____
 Street _____
 State _____ ZIP Code _____
 City _____
 Interviewer _____ Verified By _____ Date of Interview _____
 Area Code _____ Phone No. _____ Initials _____ Initials _____ Month _____ Day _____ Year _____

32 - 35

(CIRCLE ONE NUMBER)

	1	2	3	4	5	6	7
Date Placed:	5-20	5-21	5-22	5-23	5-24	5-25	5-26
Callback Date:	5-22	5-23	5-24	5-25	5-26	5-27	5-28

Mall: _____
 (fill in)

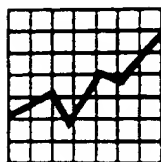
TIME OF CALLBACK:
 9:00a.m. - 12:00 p.m. 1
 12:00 p.m. - 5:00 p.m. 2
 5:00 p.m. - 9:00 p.m. 3

36

Thank you!

80 - 1

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LUHRS MARKETING RESEARCH CORPORATION

676 St. Clair Street - Suite 2100
Chicago, Illinois 60611-2985
Telephone 1 312 944-4400
Fax 1 312 944-4967

Dear Consumer,

Thank you very much for participating in our product study. By giving us information about this product, you will actually be taking part in the development of new food ideas and better products. Since only a few households are being selected to participate, it is important that we have your opinions about this product. For this reason, please be sure that you, yourself, eat some of it. It is important that no one outside of your household is given any of the product.

We think you will find the questionnaire interesting and easy to fill out. **Please eat the Healthy Choice Golden Oven Roasted Turkey Breast within the next 2 days. Use it however you would normally eat it.**

Keep the product refrigerated.

Keep this questionnaire handy so that you can read us your answers when we call you.

If you have any questions, call me at our toll free number: 1 800 222-5847 x22.

Thank you for your help!

Sincerely,

Dawne Watts

CALLBACK DATE: _____ CALLBACK TIME: _____

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SECTION I - OVERALL REACTION

1. Which one statement best describes how much you like or dislike this product overall? (CIRCLE ONE NUMBER)

Like extremely9
 Like very much8
 Like moderately7
 Like slightly6
 Neither like nor dislike5
 Dislike slightly4
 Dislike moderately3
 Dislike very much2
 Dislike extremely1

- 2a. What, if anything, did you particularly like about this product? (PLEASE BE AS SPECIFIC AS POSSIBLE)

- 2b. What, if anything, did you particularly dislike about this product? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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- 3a. How likely would you be to buy this product if it were available in a store where you usually shop, at a price of \$5.99 a pound? (CIRCLE ONE NUMBER)

Definitely buy it.....5
 Probably buy it.....4
 Might or might not buy it3
 Probably not buy it.....2
 Definitely not buy it.....1

- 3b. Why do you say that? (PLEASE BE AS SPECIFIC AS POSSIBLE)

4. How often do you think you would buy this product in the future? (CIRCLE ONE NUMBER)

More than once a week1
 Once a week.....2
 Once every 2 weeks3
 Once every 3 weeks4
 Once a month.....5
 Once every 2 to 3 months6
 Once every 4 to 6 months7
 Once or twice a year8
 Less than once a year9
 Never.....0

5. How would you rate this product for value for the money at the price of \$5.99 per pound? (CIRCLE ONE NUMBER)

Very good value.....5
 Fairly good value4
 Average value3
 Somewhat poor value2
 Very poor value1

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6a. How well did this product meet your expectations? (CIRCLE ONE NUMBER)

Much better than expected5
 Somewhat better than expected4
 About the same as expected3
 Not quite as good as expected2
 Not nearly as good as expected1

(ANSWER Q.6b)

6b. In what ways was it not as good as expected?

7. For each of the following statements, please indicate how much you agree or disagree that the statement describes this product. (CIRCLE ONE NUMBER FOR EACH STATEMENT)

	AGREE COMPLETELY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE COMPLETELY
Is a high quality product.....	5	4	3	2	1
Is a good value for the money	5	4	3	2	1
Is a brand I can trust	5	4	3	2	1
Has a good taste.....	5	4	3	2	1
Is a very convenient product	5	4	3	2	1
Is a product I would expect from Healthy Choice.....	5	4	3	2	1
Is like turkey breast sliced from a homemade turkey	5	4	3	2	1

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8. Please circle the appropriate number below for all other family members who ate this turkey breast. Then, circle the number that corresponds to how well that member liked the product. If no one else ate it, circle the number for "No one".

OVERALL RATING

	Who Else Ate	Liked Extremely	Liked Very Much	Liked Moder- ately	Liked Slightly	Neither Liked Nor Disliked	Disliked Slightly	Disliked Moder- ately	Disliked Very Much	Disliked Extremely
Spouse	1	9	8	7	6	5	4	3	2	1
Other Adult(s) 18+	2	9	8	7	6	5	4	3	2	1
Child Age Under 5	3	9	8	7	6	5	4	3	2	1
Child Age 5-7	4	9	8	7	6	5	4	3	2	1
Child Age 8-10	5	9	8	7	6	5	4	3	2	1
Child Age 11-13	6	9	8	7	6	5	4	3	2	1
Child Age 14-17	7	9	8	7	6	5	4	3	2	1
Other (Specify)										
_____	8	9	8	7	6	5	4	3	2	1
No one	9									

SECTION II - REACTION TO PRODUCT BEFORE EATING**9. OVERALL APPEARANCE:**

Like extremely	9
Like very much	8
Like moderately	7
Like slightly	6
Neither like nor dislike	5
Dislike slightly	4
Dislike moderately	3
Dislike very much	2
Dislike extremely	1

10. EDGE COLOR:

Much too dark	5
A little too dark	4
Just right	3
A little too light	2
Much too light	1

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11. MEAT COLOR:

Much too dark.....5
A little too dark.....4
Just right.....3
A little too light.....2
Much too light.....1

12. AROMA:

Very good aroma5
Slightly good aroma.....4
No aroma3
Slightly bad aroma.....2
Very bad aroma.....1

13. SURFACE MOISTNESS:

Much too moist.....5
A little too moist4
Just right.....3
A little too dry.....2
Much too dry.....1

SECTION III - REACTION TO PRODUCT AFTER EATING

14. OVERALL FLAVOR:

Like extremely9
Like very much8
Like moderately7
Like slightly6
Neither like nor dislike5
Dislike slightly4
Dislike moderately3
Dislike very much2
Dislike extremely1

15. TURKEY FLAVOR:

Much too strong.....5
A little too strong4
Just right.....3
Not quite strong enough.....2
Not nearly strong enough.....1

16. **SALTINESS:**
- Much too salty5
 - A little too salty4
 - Just right.....3
 - Not quite salty enough.....2
 - Not nearly salty enough.....1
17. **PROCESSED VS. NATURAL TASTE:**
- Very natural tasting.....4
 - Somewhat natural tasting.....3
 - Somewhat processed tasting.....2
 - Very processed tasting.....1
18. **OVERALL TEXTURE OF THE MEAT (the way it feels in your mouth):**
- Like extremely9
 - Like very much8
 - Like moderately7
 - Like slightly6
 - Neither like nor dislike5
 - Dislike slightly.....4
 - Dislike moderately.....3
 - Dislike very much.....2
 - Dislike extremely.....1
19. **TEXTURE OF THE MEAT:**
- Much too firm/tough.....5
 - A little too firm/tough.....4
 - Just right.....3
 - A little too soft/tender.....2
 - Much too soft/tender.....1
20. **CHEWINESS:**
- Much too chewy5
 - A little too chewy.....4
 - Just right.....3
 - Not quite chewy enough.....2
 - Not nearly chewy enough.....1
21. **PROCESSED VS. NATURAL TEXTURE:**
- Very natural texture4
 - Somewhat natural texture3
 - Somewhat processed texture.....2
 - Very processed texture1

22. JUICINESS:
- Much too juicy5
 - A little too juicy4
 - Just right.....3
 - A little too dry.....2
 - Much too dry.....1
23. LEANNESS:
- Much too lean5
 - A little too lean4
 - Just right.....3
 - A little too fatty.....2
 - Much too fatty.....1
24. AFTERTASTE:
- Very good aftertaste.....5
 - Slightly good aftertaste4
 - No aftertaste.....3
 - Slightly bad aftertaste2
 - Very bad aftertaste1

SECTION IV - PRODUCT PREPARATION

25a. How did you serve the product?

- As is by itself.....1
- In a sandwich2
- As the main meat in a meal.....3
- In a salad4
- In a recipe5
- Other (SPECIFY)6

25b. Did you serve the product . . . ?

- Heated.....1
- Cold.....2

26. How many people did you serve with the product?

1 2 3 4 5 or more

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SECTION V - PRODUCT PURCHASES

27. About how often do you buy turkey breast lunch meat that has been sliced to order and purchased from a grocery store service deli? (CIRCLE ONE NUMBER)

More than once a week1
 Once a week2
 Once every 2 weeks3
 Once every 3 weeks4
 Once a month5
 Once every 2-3 months6
 Once every 4-5 months7
 Once or twice a year8
 Less than once a year9
 Never (SKIP TO Q.30)0

28. What type of turkey breast lunch meat that was purchased from a grocery store service deli do you purchase and eat most often? (CIRCLE ONE NUMBER)

Oven roasted turkey breast1
 Smoked turkey breast2
 Browned turkey breast3
 Honey roasted turkey breast4
 Other (SPECIFY)5

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29a. Which of the following brands of turkey breast lunch meats that were purchased from a grocery store service deli have you purchased in the past three months? (PLEASE ANSWER UNDER Q.29a)

29b. Which one brand do you purchase most often? (PLEASE ANSWER UNDER Q.29b)

	Q.29a PAST 3 MONTHS	Q.29b MOST OFTEN
Bil Mar.....	1	1
Butterball.....	2	2
Boar's Head	3	3
Dietz & Watson.....	4	4
Healthy Choice.....	5	5
Jennie-O	6	6
Louis Rich.....	7	7
Mr. Turkey	8	8
Plantation	9	9
Russer.....	0	0
Sara Lee	X	X
Thumann	R	R
Wampler-Longacre	1	1
Store brand.....	2	2
Other brand not listed.....	3	3
Don't know brand name.....	4	4

30. Which of the following types of Healthy Choice products, if any, have you purchased in the past 3 months?

Bread.....	1
Cereal	2
Cheese.....	3
Frozen entrees.....	4
Hot dogs.....	5
Ice cream.....	6
Pasta sauce	7
Popcorn	8
Prepackaged lunch meat	9
Service deli lunch meat.....	0
Smoked sausage.....	X
Soup	R
Other (SPECIFY)	1
None.....	2

PLEASE KEEP THIS QUESTIONNAIRE HANDY SO YOU CAN READ YOUR ANSWERS TO US WHEN WE CALL. THANK YOU!